

REMARKS

Claims 1-25 and 29-31 are patentable over Knudson in view of Rosser because even when considered in combination with one another, these references do not suggest a system or method in which an interactive channel bug is morphed into a received broadcast, according to computer-readable instructions executed by a receiver at which the broadcast is received without user intervention

It has been previously established, and the present office action admits, that the claims are patentable over Knudson, US Patent 6,536,041. See, e.g., Office Action of December 9, 2008, at page 3.

Rosser, US Patent 6,750,919, is cited for describing a receiver that morphs an image into the received broadcast without user intervention. Even if true, the image discussed in Rosser is not interactive. Moreover, it is not true that the morphing is done in a received broadcast, rather the morphing described by Rosser is accomplished before any broadcasting is done. See, e.g., Rosser Fig. 1, col. 4, ll. 15-28, Abstract, and claim 1(f).

The present claims recite methods and systems where morphing of an interactive channel bug is accomplished at the receiver, not at the head-end and certainly not prior to the broadcast. Hence, at least for the above mentioned reasons claims 1-25 and 29-31 are patentable over Knudson even in view of Rosser.

If there are any additional fees due in connection with this communication, please charge our deposit account no. 19-3140.

Respectfully submitted,
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